for 1940 Cat. 1940

DeVilbiss Atomizers

Here is the DeVilbiss line of Perfume and Cologne Atomizers for fall. Designs to meet any feminine preference—bottles tall and short, in crystal or colors, plain or decorated, and at prices ranging from 50c to $15.00.

An atomizer is becoming a necessity for modern women as spraying is the efficient, economical and smart way to apply perfumes and colognes. Display atomizers prominently in groups and suggest them to every cologne and perfume customer.

All items have high luster bottles and, unless otherwise indicated, gold plated metal parts and gold netted bulbs.

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S50-78 Crystal—Gold Net
S50-79 Crystal—Blue Net
S50-80 Crystal—Rose Net
S50-81 Crystal—Ivory Net
A substantial bottle of brilliant crystal, with horizontal miters and vertical grooves add- to its luster. Capacity ½ oz.
Retail.....50c each

D50-7 Crystal
Dropper to match S50-78 style Atomizer. Capacity ½ oz.
Retail.....50c

S50-74 Crystal—Glass Crystal Decoration
S50-75 Crystal—Blue Glass Crystal Decoration
S50-76 Crystal—Rose Glass Crystal Decoration
S50-77 Crystal—Ivory Floral Decoration
Appealing, heart-shaped crystal bottle, radiantly adorned. Capacity ½ oz.
Retail.....50c each

S100-270 Crystal
S100-271 Rose
S100-272 Blue
A trim, graceful style that steps right off the counter. Capacity ½ oz.
Retail.....$1.00 each

cat. 1940

D50-3 Crystal—Glass Crystal Decoration
D50-4 Crystal—Blue Glass Crystal Decoration
D50-5 Crystal—Rose Glass Crystal Decoration
D50-6 Crystal—Ivory Floral Decoration
Droppers with crystal stoppers to match S50-74 style Atomizer. Capacity ½ oz.
Retail.....50c each

S100-282 Crystal—Gold Net
S100-287 Crystal—Rose Net
S100-288 Crystal—Blue Net
S100-300 Crystal—Ivory Net
Another style that is tried and true—sells with unfailing regularity. Heavy miter cut design. Capacity 2 oz.
Retail.....$1.00 each

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S100-301 Crystal Cut—Gold Net
S100-302 Crystal Cut—Blue Net
S100-303 Crystal Cut—Rose Net
S100-304 Crystal Cut—Ivory Net
Tall, slender lines, hand cut, substantial base. Capacity ¾ oz. A style usually available only at higher prices.
Retail.....$1.00 each

S100-293 Crystal—Glass Crystal Decoration
S100-294 Crystal—Blue and Gold Decoration
S100-295 Crystal—Rose and Gold Decoration
S100-296 Crystal—White and Gold Decoration
Clear-cut lines and a multitude of crystal gems accentuate the beauty of the panels. Capacity 1¼ oz. (Style 293 illustrated. For Styles 294 to 296, see Vanity Set VS300-8 on back page.)
Retail.....$1.00 each

D100-33 Crystal—Glass Crystal Decoration
D100-34 Crystal—Blue and Gold Decoration
D100-35 Crystal—Rose and Gold Decoration
D100-36 Crystal—White and Gold Decoration
Droppers to match S100-293 style Atomizer. Capacity 1¼ oz.
Retail.....$1.00 each

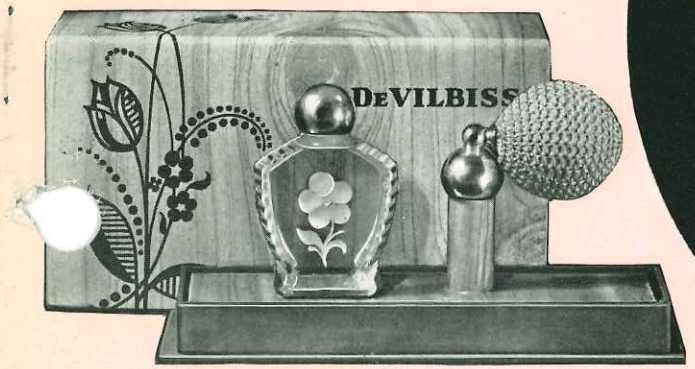
S100-297 Crystal
S100-298 Blue
S100-299 Rose
S100-305 Gold
Flashing crystal, with grooves and miters beautifully combined. Capacity ¾ oz.
Retail.....$1.00 each

D100-37 Crystal
D100-38 Blue
D100-39 Rose
D100-40 Gold
Droppers with crystal hand-cut stoppers to match S100-297 style Atomizer. Capacity ¾ oz.
Retail.....$1.00 each

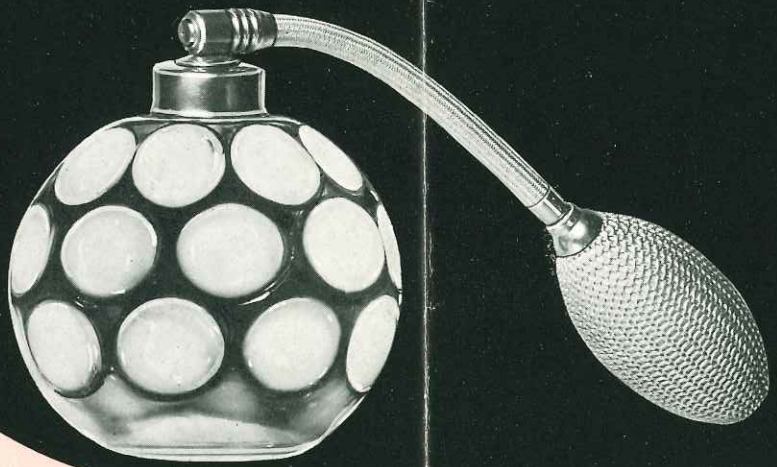
CS100-5 Crystal—Opalescent Hobnail
CS100-6 Blue—Opalescent Hobnail
CS100-7 Green—Opalescent Hobnail
A lovely eau de cologne atomizer in the exceedingly popular hobnail. And the bottle shape is in perfect keeping with the stylishly old fashioned motif. Capacity 2¼ oz.
Retail.....$1.00 each

CS100-1 Crystal—Gold Net
CS100-2 Crystal—Rose Net
CS100-3 Crystal—Blue Net
CS100-4 Crystal—Ivory Net
Cologne atomizer with rhythmic horizontal crests enhancing the luster of the bottle. Capacity 2½ oz.
Retail.....$1.00 each

S100-273 Crystal—Black and Red Leaf Design
S100-274 Crystal—Blue and Black Tulip Design
S100-275 Cut Crystal—Floral Design
Cut design forms frame for artistically decorated panel. (Style 275 illustrated.) Decoration on imitation wood gift box combines all three bottle designs. Extra harmonizing cap offers an excellent opportunity to fill bottle with perfume and sell as combination package, or to sell as a combination item with a dram or two of perfume. Capacity 2 drams.
Retail.....$1.00 each



CS150-102 Crystal—Opalescent dots
CS150-103 Blue—Opalescent dots
CS150-105 Green—Opalescent dots
An eau de cologne atomizer, as refreshing to look at as cologne is to use. The gay opalescent polka dots are on a transparent background. Capacity 7 oz.
Retail.....$1.50 each



CS200-195 Crystal—Floral Decoration
CS200-196 Crystal—Carnation Decoration
CS200-198 Crystal Cut—Lily of the Valley
CS200-208 Crystal Cut—Floral Design
CS200-209 Crystal Cut—Burnished Gold
Another cologne atomizer which customers like for its unique shape and its crystal festoons accentuating the charming panel designs. Capacity 2½ oz. (Style 208 is illustrated).
Retail.....$2.00 each

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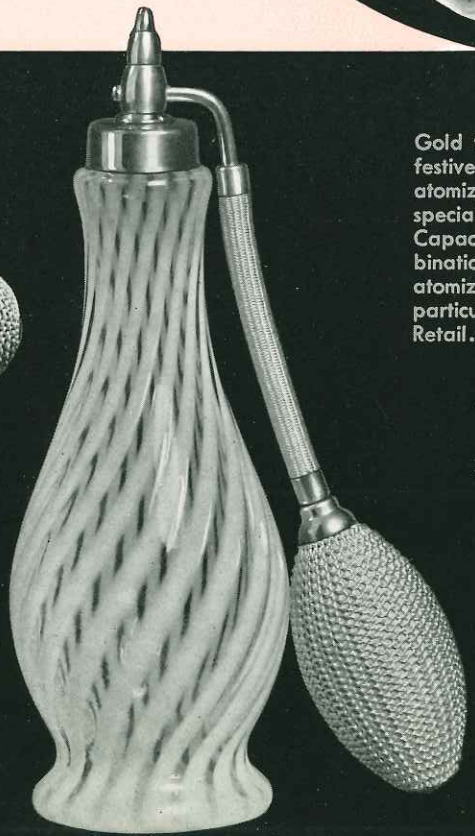
S200-202 Crystal
S200-203 Blue
S200-214 Rose
The bubble-type atomizer. The "heavy sham" base and high luster give these bottles all the radiance of a true, beautiful bubble. Capacity ½ oz. with matching eau de cologne atomizer CS300-83, 84 and 98.
Retail.....$2.00 each



S200-204 Gold
Gold that really glitters! The festive appearance of this atomizer gives it an extra special appeal at Christmas. Capacity 1½ oz. Sell in combination with eau de cologne atomizer CS300-85, for a particularly beautiful set.
Retail.....$2.00

S200-211 Crystal
S200-212 Blue
S200-213 Rose
S200-219 Gold
A sparkling motion of fine miter cut design, suggesting waves on a rolling sea. Capacity ¾ oz.
Retail $2.00 each

CS200-1 Crystal—Opalescent Spiral
CS200-2 Blue—Opalescent Spiral
CS200-3 Green—Opalescent Spiral
Eau de Cologne atomizer with graceful, urn shaped bottle, featuring opalescent spiral design that blends into clear or colored crystal. Capacity 4½ oz.
Retail.....$2.00 each

S200-215 Crystal—Cut
S200-216 Crystal—Blue and Gold Decoration
S200-217 Crystal—Rose and Gold Decoration
S200-218 Crystal—White and Gold Decoration
The heavy mitering in radiant crystal high-lights the lovely center panel with its exquisite decoration. Capacity 1 oz. Style 216 illustrated. Style 215 hand cut.
Retail.....$2.00 each

CS300-83 Crystal
CS300-84 Blue
CS300-98 Rose

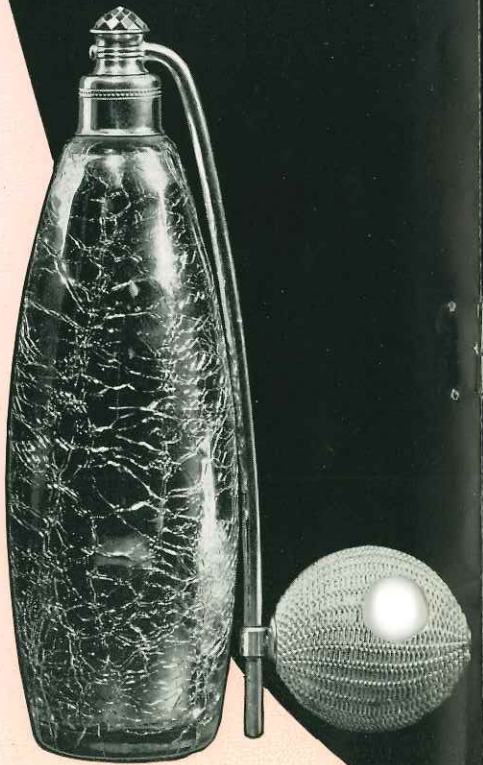
"Heavy sham" eau de cologne atomizers match Perfume Atomizers S200-202, 203 and 214. Perfectly shaped and flawlessly clear bottles represent beautiful bright bubbles. Capacity 4 oz.
Retail.....$3.00 each

CS300-85 Gold
Eau de cologne atomizer with glorious golden bottle to match Perfume Atomizer S200-204. Sell together or separately. Capacity 6 oz.
Retail.....$3.00

CS300-89 Crystal—Heavy Sham
CS300-90 Crystal—Cut
CS300-91 Crystal—Gold Decoration
Eau de cologne atomizer in the ever appealing tear-drop style—rich in simplicity, graceful in line. A lovely topaz jewel at the top completes it. Capacity 3½ oz.
Retail.....$3.00 each

CS300-92 Gold—Crackled Glass
A cologne atomizer that attracts attention. Its style, color, line and glittering sheen are all in high demand. Capacity 4 oz.
Retail.....$3.00

S300-86 Crystal
S300-99 Rose
S300-100 Blue
Like mirror walls, each hand polished panel reflects the other faces. Multi-miter cutting between panels adds to the distinctive effect of these lovely modern bottles. "Heavy sham" bases. Capacity ¾ oz.
Retail.....$3.00 each



P.4

S300-104 Crystal—Gold Net
S300-105 Crystal—Blue Net
S300-106 Crystal—Rose Net
S300-107 Crystal—Ivory Net
Another closure type atomizer, with a beautiful fan shaped bottle—a truly feminine style. The air tight cap unscrews from the top of the atomizer for spraying perfume, and the fine gold charm chain keeps the cap from being dropped or lost. Capacity 1¼ oz.
Retail.....$3.00 each

CS500-143 Crystal
Eau de cologne atomizer with gently swerving sides which sweep out gracefully to a firm base. The center panel is cut and hand-inlaid with 24 karat gold. Capacity 3 oz.
Retail.....$5.00

S300-97 Crystal—Gold Net
S300-101 Crystal—Rose Net
S300-102 Crystal—Blue Net
S300-103 Crystal—Ivory Net
A closure type atomizer growing daily in popularity. Bottles are heavy-weight polished glass, and bulbs are in colors to suit every preference. The airtight closure is a screw cap, held to the atomizer by a fine gold charm chain. Clean-cut lines, plain gold finish—all in superb taste! Capacity 3 drams.
Retail.....$3.00 each

S500-150 Crystal—Pigskin Case
S500-151 Crystal—Blue Case
S500-152 Crystal—Black Case
S500-153 Crystal—Red Case
New modern style travel atomizer. Closure equipped to guard against spilling. Heavy polished crystal bottle. Genuine leather zipper case. A sensational atomizer value. Capacity 3 drams.
Retail.....$5.00 each

S500-45 Gold—Green Case
S500-46 Gold—Red Case
S500-47 Chromium—Dark Blue Case
S500-48 Chromium—Black Case
S500-86 Gold—Russet Case
S500-87 Chromium—Light Blue Case
S500-88 Chromium—Silver Case
S500-89 Gold—Black Case
S500-138 Gold—Saddle Case
This remarkable travel atomizer sells with consistency the year around, and is especially popular at Christmas. Polished crystal bottle. Grained fabrikoid covered metal case. Leak-proof closure. Capacity 2 drams.
Retail.....$5.00 each

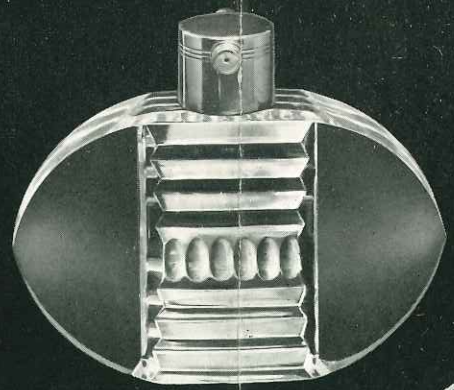
S500-139 Crystal
S500-144 Blue
S500-145 Rose
The "heavy sham" polished bottle in pyramidal shape, has four large and four small panels, with plain dignified metal part. Leak-proof closure. Capacity 1 oz.
Retail.....$5.00 each

S500-149 Crystal—Heavy Sham
Another charming tear-drop design with tapering paneled sides. It is highly practical, as it is equipped with a leak-proof closure. Capacity 1 oz.
Retail.....$5.00

S500-146 Crystal
S500-147 Blue
S500-148 Rose

Strikingly modern, this handsome atomizer will be a prized possession. The unusual shape of the atomizer is harmoniously carried out in the center of the heavily mitered panel. Leak-proof closure. Capacity 1¼ oz.

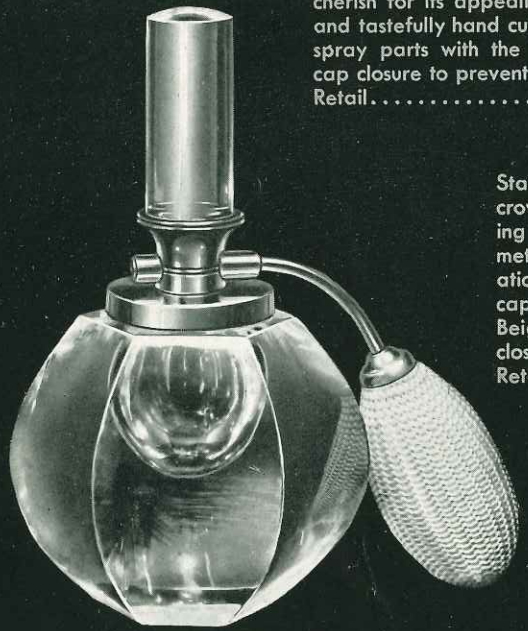
Retail.....$5.00 each



CS500-1 Crystal—Cut

Here is an eau de cologne atomizer everyone will cherish for its appealing bubble-type bottle, deeply and tastefully hand cut, and for its simple, streamlined spray parts with the convenient long tubing. Screw cap closure to prevent spilling. Capacity 4 oz.

Retail.....$5.00



S750-43 Crystal

Those who like heavy, flawless crystal will admire this bottle with its extra "heavy sham" base and its beautiful, clear-cut panels. The smart simple ornament sets off this handsome bottle to its very best advantage. Leak-proof closure. Capacity 2½ oz.

Retail.....$7.50

S1000-20 Crystal

Stately lines and a sparkling crystal jewel crown characterize this atomizer. In keeping with its rich splendor, the foot is solid metal, gold plated. Fine beaded decorations encircle the base and the spray cap. Six-face fluted "heavy sham" bottle. Beige silk tasseled bulb. Leak-proof closure. Capacity ¾ oz.

Retail.....$10.00

S750-21 Crystal Mist and Gold
S750-22 Champagne Mist and Gold
S750-23 Rose Mist and Gold

Travel atomizer with an exquisite decorative motif, making it an equally appropriate boudoir accessory. "High light" polished bottle, brocaded metal cap. Brown genuine leather case, silk lined. Leak-proof closure prevents spilling. Capacity ½ oz.

Retail.....$7.50 each

P6

S650-38 Gold—Saddle Case
S650-39 Gold—Russet Case
S650-40 Gold—Black Case
S650-41 Gold—Antique White Case

This popular style of travel atomizer is made even more stunning by these genuine leather covered metal cases. Highly polished crystal bottle. Leak-proof closure to prevent spilling. Capacity 2 drams.

Retail.....$6.00 each

S650-8 Chromium—Black Net and Case
S650-11 Gold—Russet Net and Case
S650-12 Gold—Green Net and Case
S650-46 Gold—Gold Net and Saddle Case

Every lady who travels covets this smart little atomizer. It is small and compact, with trim lines and a beautiful polished crystal bottle. Snug fitting genuine leather covered metal case. Leak-proof closure prevents spilling. Capacity 2 drams.

Retail.....$6.50 each

S1000-21 Crystal—Cut

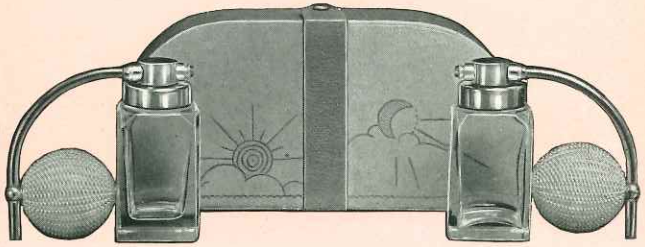
The beautifully clear crystal, precise hand cutting, perfectly balanced design and leak-proof closure—all combine to make this model worthy of the rarest and most luxurious perfumes. Beige silk tasseled bulb. Capacity 1½ oz.

Retail.....$10.00

CS1250-1 Crystal

A glorious ball of light whose diamond-like facet makes the cologne within a radiant, sparkling pool. Very heavily hand cut and polished. Metal parts in complete harmony with the style of the bottle. Beige silk tasseled bulb. Leak-proof closure. Capacity 4 oz.

Retail.....$12.50



SS1250-1 Crystal

An enticing combination set for those discriminating women who prefer different scents for daytime and nighttime use. The genuine leather case holds two highly polished crystal atomizers in separate compartments. Capacity 3 drams.

Retail.....$12.50

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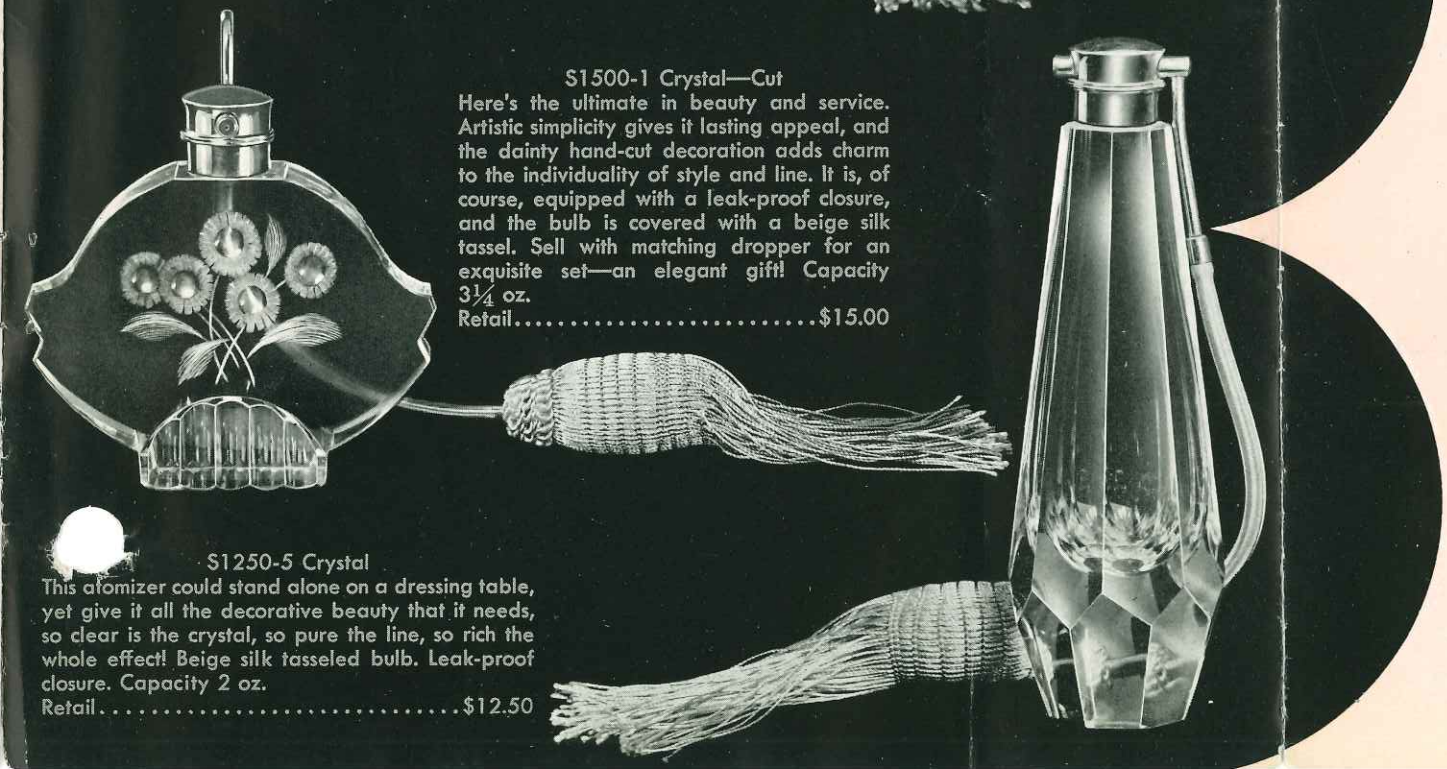
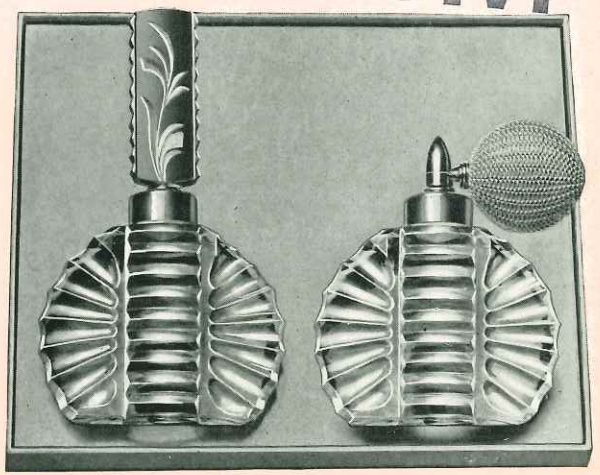
S1500-1 Crystal—Cut

Here's the ultimate in beauty and service. Artistic simplicity gives it lasting appeal, and the dainty hand-cut decoration adds charm to the individuality of style and line. It is, of course, equipped with a leak-proof closure, and the bulb is covered with a beige silk tassel. Sell with matching dropper for an exquisite set—an elegant gift! Capacity 3¼ oz.

Retail.....$15.00





SD200-22 Crystal
SD200-23 Blue
SD200-24 Rose
SD200-25 Gold

Atomizer and Dropper Set. These lovely and unusual matching bottles will be a welcome addition on any vanity table. Each bottle holds ¾ oz.

Retail.....$2.00 set

S1250-5 Crystal

This atomizer could stand alone on a dressing table, yet give it all the decorative beauty that it needs, so clear is the crystal, so pure the line, so rich the whole effect! Beige silk tasseled bulb. Leak-proof closure. Capacity 2 oz.

Retail.....$12.50

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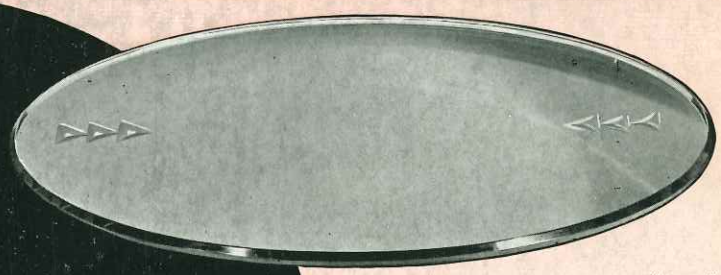
VS200-36 Crystal—Glass Crystal Decoration
VS200-37 Crystal—Blue and Gold
VS200-38 Crystal—Rose and Gold
VS200-39 Crystal—White and Gold
Vanity Set consisting of atomizer and powder jar to match—the perfect accessories for a bright boudoir. Atomizer capacity 1¼ oz. (VS200-36 illustrated. For style of decoration on VS200-37 to 39, see Vanity Set VS300-8).
Retail.....$2.00 set

VS300-8 Crystal—Glass Crystal Decoration
VS300-9 Crystal—Blue and Gold
VS300-10 Crystal—Rose and Gold
VS300-11 Crystal—White and Gold
Vanity Set consisting of atomizer, dropper and powder jar to match. Each bottle holds 1¼ oz. (Style VS300-9 to 11 illustrated. For style of decoration on VS300-8, see Vanity Set VS200-36).
Retail.....$3.00 set

VS300-12 Crystal
VS300-13 Blue
VS300-14 Rose
VS300-15 Gold
Vanity Set consisting of atomizer dropper and beautiful mirror tray which doubles the lights from these radiant bottles. Each bottle holds ¾ oz.
Retail.....$3.00 set

VJ100-42 Crystal Cut—Aster Design
VJ100-43 Crystal Cut—Daisy Design
Two lovely vanity jars that will prove exceptionally popular at Christmas. Their crystal cut designs make them suitable with all other types of accessories. (VJ100-42 illustrated).
Retail.....$1.00 each



VT100-16—Rectangular 7″ x 13″
VT100-17—Oval 8″ x 12″
VT100-18—Round 8½″ diameter
Mirror Vanity Trays; beveled edge; felt back. Style VT100-17, oval with engraved design, illustrated above. VT100-18, round with plain surface, is shown with Vanity Set VS300-12. VT100-16, Rectangular with engraved design.
Retail.....$1.00 each

VJ100-44—Love Bird Decoration
The unusual love bird decoration gives this vanity jar a gaiety that will appeal to many women. Bound to be in wide demand at Christmas.
Retail.....$1.00

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